

ABSTRACT

A method, system, server architecture and/or tangible medium upgrade and award
5 admittance of events to an event customer,
preferably via a data communication network. The
method includes, for example, receiving a
communication from the event customer, the
communication including a request to obtain
10 admittance to at least one event, the
communication also including an identifier
associated with the event customer, admitting
the event customer at the point of sale system
after verification of the request, and updating a
15 database indicating that the request was
processed. The method also includes determining
first predetermined criteria associated with the
event indicative of at least one other event
customer not attending the event, releasing an
20 allocation associated with the at least one other
event customer, and notifying at least another of
the event customers to perform the upgrade and/or
reallocation. Various optional embodiments are
disclosed.